

**Claims**

What is claimed is:

1. A data processing system for generating a subscriber profile vector, said data processing system comprising:

- a) computer processor means for processing data;
- b) storage means for storing data on a storage medium;
- c) first means for monitoring subscriber activity wherein said first means includes recording means for storing subscriber selection data wherein said subscriber selection data corresponds to selected source material;
- d) second means for retrieving source related information wherein said source related information contains descriptive fields corresponding to said selected source material;
- e) third means for processing information wherein said third means includes means for processing said subscriber selection data with respect to said descriptive fields to form said subscriber profile vector; and
- f) fourth means for storing said subscriber profile vector.

2. The system described in claim 1 wherein said first means for monitoring subscriber activity further comprises means for monitoring time durations wherein said time durations correspond to viewing times of said selected source material.

3. The system described in claim 1 wherein said first means for monitoring subscriber activity further comprises means for

monitoring volume levels wherein said volume levels correspond to subscriber selection volume levels.

4. The system described in claim 1 wherein said subscriber profile vector contains household demographic data indicating probabilistic measurements of household demographics.

5. The system described in claim 1 wherein said subscriber profile vector contains household program preference information indicating probabilistic measurements of household program interests.

6. The system described in claim 1 wherein said subscriber profile vector contains household product preference information indicating probabilistic measurements of household product interests.

7. The system described in claim 1 wherein said second means for retrieving source related information further comprises a means for context mining of textual information associated with said selected source material.

8. The system described in claim 7 wherein said textual information is text derived from closed-captioning data associated with said selected source material.

9. The system described in claim 1 wherein said second means for retrieving source related information further comprises a means for retrieving information associated with said selected source material from an electronic program guide.

10. The system described in claim 1 wherein said third means for processing information processes information over a viewing session and wherein said subscriber profile vector corresponds to said viewing session.

11. The system described in claim 1 wherein said third means for processing information processes information over multiple viewing sessions and wherein said subscriber profile vector corresponds to an average value over said multiple viewing sessions.

12. A data processing system for generating a subscriber profile vector, said data processing system comprising:

- a) computer processor means for processing data;
- b) storage means for storing data on a storage medium;
- c) first means for monitoring subscriber activity wherein said first means includes recording means for storing subscriber selection data wherein said subscriber selection data corresponds to selected source material;
- d) second means for retrieving source related information wherein said source related information contains descriptive fields corresponding to said selected source material;
- e) third means for generating a program characteristics vector based on said source related information;
- f) fourth means for storing a set of heuristic rules;
- g) fifth means for processing information wherein said fifth means includes means for processing said subscriber selection data with respect to

said program characteristics vector and said set of heuristic rules to form said subscriber profile vector; and

h) sixth means for storing said subscriber profile vector.

13. The system described in claim 12 wherein said first means for monitoring subscriber activity further comprises means for monitoring time durations wherein said time durations correspond to viewing times of said selected source material.

14. The system described in claim 12 wherein said first means for monitoring subscriber activity further comprises means for monitoring volume levels wherein said volume levels correspond to subscriber selection volume levels.

15. The system described in claim 12 wherein said subscriber profile vector contains household demographic data indicating probabilistic measurements of household demographics.

16. The system described in claim 12 wherein said subscriber profile vector contains a household session interest profile indicating probabilistic measurements of household interests.

17. A data processing system for generating a household demographic characteristics vector, said data processing system comprising:

- a) computer processor means for processing data;
- b) storage means for storing data on a storage medium;
- c) first means for monitoring subscriber activity wherein said first means includes recording means

for storing subscriber selection data wherein said subscriber selection data corresponds to selected source material;

- d) second means for generating household viewing habits information wherein said household viewing habits information is generated from said subscriber selection data;
- e) third means for storing a set of heuristic rules;
- f) fourth means for processing information wherein said fourth means includes means for processing said subscriber selection data with respect to said set of heuristic rules to form said household demographic characteristics vector; and
- g) fifth means for storing said household demographic characteristics vector.

18. The system described in claim 17 wherein said fourth means for processing information processes information over a viewing session and wherein said household demographic characteristics vector corresponds to said viewing session.

19. The system described in claim 17 wherein said fourth means for processing information processes information over a period of multiple viewing sessions wherein said household demographic characteristics vector corresponds to an average value over said multiple viewing sessions.